

Message Text

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UNCLAS STOCKHOLM 2052

FOR BIC/OIM/SAD: CEJOHNSON

E.O. 11652 N/A

TAGS: BEXP, BFOL, BTRA, SW

SUBJECT: IN-STORE PROMOTIONS: AB NORDISKA KOMPANIET

REFERENCE: STOCKHOLM 1360

1. DE-BRIEFING MENTIONED PARAGRAPH SIX REFTEL INDICATES KALEN AND KARLSTROM HAD INTERESTING, PRODUCTIVE AND ENCOURAGING BUSINESS/BUYING TRIP CONNECTION IN-STORE PROMOTION PROGRAM PROGRAMMED FOR FY '75 PER LETTER OF INTENT REFTEL. THEY HAVE ASKED US EXPRESS APPRECIATION FOR YOUR ASSISTANCE AND COURTESIES.

2. SUMMARY FACTS AS FOLLOWS: A. DEPARTMENT BUYERS WILL VISIT US DURING PERIOD JULY/AUGUST FOR PURPOSES PROCUREMENT LOOKING TOWARD PHASED SERIES IN-STORE PROMOTION PROGRAMS PROBABLY MID-APRIL/MID-JUNE 1975 WITHIN FRAMEWORK PROGRAM INITIALLY OUTLINED FRIM'S PROPOSAL OUR A-4, JANUARY 11. B. ADDITIVE NEW BUSINESS THEMES: FURNITURE (PROBABLY REDWOOD AND WRAUGHT IRON); WOMEN'S SPORTS WEAR (INCLUDING GOLF AND TENNIS CLOTHING, BEACH-WEAR AND ACCESSORIES); HOUSEWARES (INCLUDING BEDSPREADS AND RELATED ITEMS SUCH AS COMFORTER COVERS); SPORTS EQUIPMENT (PRIMARILY GOLF AND TENNIS). SEPARATE ITEM NOW BEING PROCESSED HERE AS TOP FOR MEN'S SHOES MAY RESULT IN THEME ITEM INCORPORATED WITHIN PROGRAM DEPENDING UPON FINDINGS/PRICES FROM RESPONDING FIRMS.

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THEMES WHICH WILL PROBABLY BE INCORPORATED IN PROGRAM BUT

WHICH, THEY UNDERSTAND, NOT INCLUDED IN PROPOSAL (SINCE NOT ADDITIVE NEW BUSINESS) INCLUDE: COSMETICS; GREETING CARDS AND RELATED STATIONARY ITEMS AND FOOD PRODUCTS. LATTER ITEM HAS BEEN PASSED TO AGAT WHO WILL BE IN DISCUSSION WITH NK OFFICERS CONCERNING EXTENT TO WHICH FAS MAY BE ABLE ASSIST/COOPERATE.

4. RESUME THEIR FINDINGS/REACTIONS (MAINLY FAVORABLE) ON US MARKET PROSPECTS FOR FOREIGN DEPARTMENT STORE CONSUMER GOODS BUYERS BEING SUMMARIZED AIRGRAM WHICH FOLLOWS. COMPLETE PROPOSAL FOR FY '75 PROGRAM IN PREPARATION AND WILL BE SUBMITTED BY NK TO EMBASSY SHORTLY ON BASIS OF WHICH FY '75 IN-STORE PROMOTION CONTRACT WILL BE WRITTEN PER AUTHORITY STATE 041617. PARAMETERS PROGRAM REMAIN AS NOTED FYI BASIS REFTEL AS REGARDS LEVEL OF PROCUREMENT.
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